

### **Performance Goal 8: Voter Education**

The goal of providing useful and ample voter education has always been in the mission statement of the secretary of state, county recorders, and the county election officials. Measuring the success of voter education, however, is more complicated than just measuring voter participation. Variables that dictate voter participation range from weather, uncontested races, and controversial ballot measures, causing highly subjective results. The secretary of state views the entire election process, from voter registration to casting the ballot, as an education of the voter, so success will be determined by the subjective inspection of many factors revolving around the voter.

Performance measure 8.a	<p>With respect to the voter registration of each county, the following information will be collected to measure performance:</p> <ul style="list-style-type: none"><li>• Voter turnout</li><li>• The number of early ballots requested</li><li>• The number of early ballots voted</li><li>• The number of provisional ballots voted</li><li>• Number of public service announcements</li><li>• Number of seminars providing voter education</li><li>• Number of locations where voting equipment is on public display</li><li>• Compliance with the state election procedures manual for voter information and voter outreach</li><li>• Length of time voting systems are on public display</li><li>• Number of voter education and voter outreach initiatives, including:<ul style="list-style-type: none"><li>○ Description</li><li>○ Estimated costs</li><li>○ Participation</li></ul></li><li>• A comparison of voter turnout in a federal election with the voter turnout in the immediately preceding four-year cycle</li></ul>
Timetable	January 1, 2004 and biennially thereafter
Description of the criteria used to measure performance	The information will summarize the voter outreach and voter education methods employed by each county and state.
Process used to develop the criteria	The state and counties already provide voter education. By the 2004 Federal election, additional steps will be taken to ensure voter knowledge of changes in voter registration and voting caused by this act. These steps will be incorporated into the state election procedure manual. The counties will include details of their efforts in the report they file with the secretary of state certifying their election results and process. Success will be county compliance with the state election procedure manual sections on voter education.
Description of	The Secretary of state and the county recorders and election

official to be held responsible for ensuring each performance goal is met	officials are all responsible for ensuring the success of voter education; however, the Secretary of state is responsible for the success of all statewide coordinated efforts for voter education.
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Performance measure 8.b	<p>With respect to the responsibilities for voter education set forth in the state election procedures manual, the following information will be collected from the grievance system to measure performance:</p> <ul style="list-style-type: none"> <li>• Number of complaints</li> <li>• Number of complaints dismissed</li> <li>• Nature of complaints dismissed</li> <li>• Number of complaints resulting in action</li> <li>• Nature of complaints resulting in action</li> <li>• Number of complaints unresolved</li> <li>• Nature of complaints unresolved</li> </ul>
Timetable	January 1, 2004 and annually thereafter
Description of the criteria used to measure performance	The information will provide a measurement of performance regarding voter outreach and voter education with respect to county and state.
Process used to develop the criteria	The state and counties already provide voter education. By the 2004 Federal election, the grievance system will be in place and provide feedback to the voter outreach and voter education efforts of the counties and state. These results will be reviewed for additional requirements to be incorporated into the state election procedure manual.
Description of official to be held responsible for ensuring each performance goal is met	The Secretary of state and the county recorders and election officials are all responsible for ensuring the success of voter education; however, the Secretary of state is responsible for the success of the state elections procedure manual for providing adequate guidance for uniform voter outreach and voter education.